

LISTING OF THE CLAIMS

1. (Currently Amended) A smoking article for delivering flavourant to a smoker only during the smoking of a selective portion of the smoking article comprising a rod of smokable material, a wrapper about said rod of smokable material and a web material comprising an adsorbent material and a flavourant, the web material being positioned between said rod of smokable material and said wrapper, wherein said web material extends over only a selective portion of the length of the rod of smokable material in order to deliver flavourant to a smoker only during the smoking of said selective portion.
2. (Original) A smoking article according to claim 1, further comprising a filter element containing an adsorbent material operable to reduce vapour phase components of smoke during smoking.
3. (Previously Presented) A smoking article according to claim 1, wherein the web material is a cellulosic sheet material.
4. (Original) A smoking article according to claim 3, wherein the cellulosic sheet material is paper.
5. (Previously Presented) A smoking article according to claim 1, wherein said adsorbent material is incorporated within the web material as an integral component.
6. (Previously Presented) A smoking article according to claim 1, wherein said adsorbent material is activated carbon.
7. (Previously Presented) A smoking article according to claim 1, wherein said adsorbent is in granular, powder or particulate form having a mean particle size less than 20  $\mu\text{m}$ .

8. (Previously Presented) A smoking article according to claim 1, wherein the loading level of adsorbent in said web material is 10-45% by weight of the web material.
9. (Previously Presented) A smoking article according to claim 1, wherein said flavourant is one or more of the following: menthol, alcohols, esters, ketones, lactones, essential oils, and aldehydes.
10. (Previously Presented) A smoking article according to claim 1, wherein said web material is adhered to an inner surface of said wrapper.
11. (Previously Presented) A smoking article according to claim 1, wherein said portion is at or towards the mouth end of said rod of smokable material.
12. (Previously Presented) A smoking article according to claim 1, wherein said portion is at or towards the lighting end of said rod of smokeable material.
13. (Previously Presented) A smoking article according to claim 1, wherein the smoking article comprises two or more separate web materials, each web material containing an adsorbent and a flavourant.
14. (Previously Presented) A smoking article according to claim 1, wherein the web material comprises two different flavourants, including multiple lines of separate individual flavourants or mixtures of flavourants.
15. (Previously Presented) A smoking article according to claim 1, wherein the rod of smokable material comprises tobacco material having a flavourant applied thereto.
16. (Currently Amended) A method of making a smoking article for delivering flavourant to a smoker only during the smoking of a selective portion of the smoking article comprising a rod of smokeable material, said method comprising feeding a web

material, the web material comprising an adsorbent material and a flavourant, to a cutting means, cutting said web material into sections, having a length which extends only over a selective portion of the length of said rod of smokeable material in order to deliver flavourant to a smoker only during the smoking of said selective portion, transferring one of said sections onto a wrapper and circumscribing said rod of smokable material with said wrapper.

17. (Previously Presented) A method according to claim 16, wherein said web material is cut into two sections having a combined length corresponding to twice the length of said web material in said smoking article.

18. (Cancelled)

19. (Previously Presented) A method according to claim 16, wherein said web material is transferred onto said wrapper at or towards a position corresponding to the mouth end of the smoking article.

20. (Previously Presented) A method according to claim 16, wherein adhesive is applied to a surface of said web material before said web material is cut into sections.

21. (Original) A method according to claim 20, wherein said surface having adhesive applied thereto is transferred onto the wrapper such that the adhesive contacts said wrapper.

22. (Previously Presented) A method according to claim 20, wherein said adhesive is applied in a strip along or towards an edge of said web material.

23. (Previously Presented) A method according to claim 16, wherein adhesive is applied to a surface of said wrapper before said web material is transferred onto the surface of said wrapper.

24. (Previously Presented) A method according to claim 20, wherein said wrapper is heated to bond the section of web material to said wrapper.
25. (Previously Presented) A method according to claim 16, wherein a pressure is applied to said wrapper after said sections have been transferred onto said wrapper to adhere said web material to said wrapper.
26. (Previously Presented) A method according to claim 16, wherein said wrapper is fed along a wrapper feed path and contacts said sections of web material.
27. (Original) A method according to claim 26, wherein said wrapper is guided along the wrapper feed path to align said wrapper with said sections of web material.
28. (Previously Presented) A method according to claim 16, wherein said sections of web material are transferred by a vacuum drum assembly.
29. (Previously Presented) A method according to claim 16, wherein said sections of web material are transferred onto said wrapper at a speed substantially equal to the speed of said wrapper.
30. (Previously Presented) A method according to claim 16, wherein said web material is slit to form at least two web material feed paths.
31. (Original) A method according to claim 30, wherein said sections are transferred from said at least two web material feed paths onto a single wrapper.
32. (Currently Amended) An apparatus for making a smoking article for delivering flavourant to a smoker only during the smoking of a selective portion of the smoking article comprising a rod of smokeable material, said apparatus comprising a means for

supplying a web material containing an adsorbent and a flavourant to a cutting means, a cutting means operable to cut the web material into sections with a length that extends only over a selective portion of the length of said rod of smokeable material in order to deliver flavourant to a smoker only during the smoking of said selective portion, an assembly for transferring sections of web material onto a wrapper, an adhering means to bond the web material onto a wrapper, and smoking article forming means.

33. (Original) An apparatus according to claim 32, wherein the cutting means comprises a housing having a knife mounted thereon.

34. (Original) An apparatus according to claim 32, wherein said housing is rotatable.

35. (Previously Presented) An apparatus according to claim 32, wherein said cutting means is in contact with said assembly for transferring sections of web material.

36. (Previously Presented) An apparatus according to claim 32, wherein said assembly for transferring sections of web material is a suction drum.

37. (Previously Presented) An apparatus according to claim 32, wherein said adhering means comprises an adhesive applicator.

38. (Previously Presented) An apparatus according to claim 32, wherein a web material feeding means is operable to control the speed at which said web material is fed.

39. (Original) An apparatus according to claim 38, wherein said web material feeding means is a metering roller.

40. (Previously Presented) An apparatus according to claim 32, wherein a tracking means aligns said web material with said cutting means.

41. (Previously Presented) An apparatus according to claim 32, wherein a heating means operable to heat said wrapper is provided.
42. (Previously Presented) An apparatus according to claim 32, wherein a slitting means is provided to slit said web material to form at least two feed paths of web material.
43. (Original) An apparatus according to claim 42, wherein at least two of each of the following is provided: cutting means, assembly for transferring sections of web material onto a wrapper and adhering means.
44. (Previously Presented) An apparatus according to claim 32, wherein said adhering means comprises a pressure exerting means operable to apply pressure to said wrapper.
45. (Original) An apparatus according to claim 44, wherein said pressure exerting means comprises a pinch roller.
46. (Withdrawn) A method of flavouring an adsorbent-containing web material comprising applying a flavourant to a surface of the web material and subjecting the material to a temperature greater than 20° C for a period of at least 30 minutes to allow adsorption of the flavourant by the adsorbent in the web material.
47. (Withdrawn) A method according to claim 45, wherein the material is subjected to a temperature of 40-80°C.
48. (Withdrawn) A method according to claim 46, wherein said period is from 24 to 96 hours duration.
49. (Withdrawn) A method according to claim 46, wherein said material is subsequently subjected to an ageing stage in which said material is stored at ambient conditions for a period of 2 days to 6 months.

50. (Withdrawn) A method according to claim 49, wherein said ageing stage is for a period of 2 days to 6 weeks.

51. (Withdrawn) A method according to claim 46, wherein said flavourant is applied to said web material in a plurality of streams.

52. (Withdrawn) A method according to claim 51, wherein said flavourant is applied in the form of a filament having a substantially circular cross-section.

53. (Withdrawn) A method according to any claim 46, wherein said flavourant is heated prior to application to said web material to maintain said flavourant in a molten state.

54-57 (Canceled)